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APPLICANT :

ZAKARIA et al.

TITLE

RETAIL MERCHANDISING APPARATUS AND

METHODS THEREFOR

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EXAMINER : TRAN, HANH VAN

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Commissioner for Patents U.S. Patent and Trademark Office Customer Service Window, Mail Stop Amendment Randolph Building 401 Dulany Street Alexandria, Virginia 22314

VIA: EFS ONLY

## **AMENDMENT**

Dear Sir:

This paper is provided in response to the Office action mailed June 20, 2007. Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 25 of this paper.